

Subject: Re: Gateway to LA
From: Donald Duckworth <duckworth.donald@gmail.com>
Date: 05/17/2011 02:35 PM
To: Paul Makowski <paul.makowski@lacity.org>

Let's keep it simple. We would just re-allocate \$5,000 to \$10,000 in budget savings. There would be no increased assessments.

On Tue, May 17, 2011 at 2:31 PM, Paul Makowski <paul.makowski@lacity.org> wrote:

It depends on how the plan is being proposed to change. It may require an official Modification of the plan with a new Engineer's Report. If there is any increase to assessments, no matter how slight, it will need a Prop 218 vote.

I need to know more before I can answer that question.

On Tue, May 17, 2011 at 2:13 PM, Donald Duckworth <duckworth.donald@gmail.com> wrote:

Got it. Would the City allow such a "special project" to be added during the Annual Planning Report? Would you approve the use of assessment revenues for this purpose?

On Tue, May 17, 2011 at 1:52 PM, Paul Makowski <paul.makowski@lacity.org> wrote:

Hi all,

Sorry for the late response.

The short answer from the City is: If the program isn't part of your management plan, you can't use assessment dollars to do it.

Thanks
-Paul

On Sat, May 14, 2011 at 2:27 PM, Donald Duckworth <duckworth.donald@gmail.com> wrote:

Thanks John. I'm aware of the idea. And I think a stop in the WTC would be good both to support Gateway to LA BID and to attract additional customers. I'll bet that Laurie is going to ask for \$5,000 - \$10,000 per year in order to stop here. That said, do you think that WTC businesses will benefit by \$5,000 in additional business? I guess we could test the return through some kind of card. (Say, 50% off for any purchases made and the WTC will reimburse the cost?) In any case the idea sounds like an expensive promotion. All this, of course changes if we had "Curso-style" offerings; right now what does the typical Gateway to LA

overnight guest come to WTC to buy, and what would that average expenditure be anticipated to be?

It might appear that our return from a promotions program with the local schools might well play more to the WTC's strengths and thus have a better expected return.

We don't have the money in the budget to undertake this kind of new effort without cutting something else, unless we go into the reserve balances, which means you're taking money from the palm tree up-lighting project. Do you want to do that?

Last but not least, I don't know if the City will allow the WTC to use assessment moneys for the purpose of paying a fee for possibly transporting potential customers to the area. It seems to me that there might be a special / general benefit problem with that concept. They might be more inclined to allow the WTC to actually pay for the transit cost of each person dropped off in the District. (That would mean that everyone that got on the trolley would give the driver a ticket that would be redeemed by the WTC. My guess is that Laurie wants more of a guaranteed income stream than that.)

By copy of this email, I'm asking Paul Makowsky and Rick Scott of the City Clerk's Office for their input as to whether or not the use of assessment funds would be allowed for the described program.

While I am supportive of the concept, there does seem to be issues attendant to it. I wish I could see a clear economic benefit. Any ideas?

I'm also copying Miki Payne for her thoughts.

On Sat, May 14, 2011 at 11:11 AM, Jruhlen916 <jruhlen916@aol.com> wrote:

Don,

Thought you should know,

I attended their board meeting Thursday and Laurie mentioned in the meeting that she was working with the entertainment section of HHC for their tram to go to HHC. Should that happen, it should stop someplace in the Westchester Town Center BID, that is if she would allow it.

HHC Entertainment section, which is separate from the HHC we are working with, is to present to her a proposal for the tram.

Their ridership has been down and I think she is looking for additional attractions for the tram.

I has been my plan that some day we have a tram that connects LAX, the Hotel corridor, HHC, Playa Vista, the Marina, Playa del Rey and the Lincoln/ Manchester BID. Maybe this is a start.

John

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